

Message Text

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43

ACTION EA-09

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FM AMEMBASSY MANILA

TO USDA/FAS WASHDC

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FOR WILLIAMS/COT DIV/FMD PASS BEACH CCI

SUBJECT: 1976 FILIPINA MAID OF COTTON

TOFAS 43. 1. AVELLANA AND ASSOCIATES, HILTON HOTEL PR
STAFF, MILL REPRESENTATIVES, AND AGATTACHE DISCUSSED THE
1976 FILIPINA MAID OF COTTON EVENT. AT LEAST FIVE AND
PERHAPS SEVEN MILLS ARE INTERESTED IN PARTICIPATING
(SOLID MILLS, UNITED TEXTILE MILLS, UNIVERSAL TEXTILES,
LITTON MILLS, MANILA BAY SPINNING, RIVERSIDE, AND
ALLIED THREAD). WRANGLER, MADE FROM SOLID DENIMS, IS
ALSO SCHEDULED TO PARTICIPATE.

2. AS LAST YEAR, SOLID MILLS WOULD SIGN THE CONTRACT
WITH CCI AND AVELLANA WOULD DEVELOP SUB-CONTRACTS BETWEEN
SOLID AND OTHER PARTICIPATING MILLS.

3. THE FORMAT IS BASICALLY THE SAME AS LAST YEAR. TO SOME
EXTENT THEME WILL IMPLY THE BI-CENTENNIAL. HILTON DECOR
AND FOOD WILL STRESS THIS EVENT.

4. THE TOTAL PROPOSED BUDGET IS PESOS 198,295 (\$26,797.00)
AND CCI WOULD BE EXPECTED TO PAY 50 PERCENT. INCREASED
BUDGET DUE TO RISING COSTS AND SIX SERIES OF ADS VS. FOUR
LAST YEAR. THE PROPOSED BUDGET AND DETAILS FORWARDED CCI
TODAY. PLEASE ALERT CCI AND REQUEST REACTION TO PROPOSAL
AS SOON AS POSSIBLE. IF ACCEPTABLE, PLEASE CABLE CONCURRENCE
SO PRINT ADS, CONTRACTS, ETC. CAN BE PREPARED. PHASE I OF
CAMPAIGN IS SCHEDULED TO BEGIN MARCH 2-11. TEN FINALISTS
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WILL PRESENT PROGRAM APRIL 19-MAY 29.

5. TIE-IN WITH RETAIL OUTLETS ACCEPTABLE USING 10 FINALISTS AS MODELS. PLAN TO SCHEDULE AT LEAST ONE PER WEEK FOR SIX WEEKS.

6. THEME WILL FEATURE CLOTHES FOR THE YOUNG. ANY CURRENT FASHIONS CCI HAS AVAILABLE WOULD BE USEFUL.

7. IF U.S. MAID OF COTTON PROGRAMMED TO VISIT PHILIPPINES, PLEASE ADVISE. PHILIPPINE SPONSORS DESIRE VISIT IF DURING MAY, PREFER MAY 27-29.

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